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**Sent:** Fri, 22 May 2020 22:16:28 +0000 (UTC)

△ DEFENDANT △	United States District Court Northern District of California
	Case No. <u>4:20-cv-05640-YGR</u>
	Case Title <u>Epic Games, Inc. v. Apple, Inc.</u>
	Exhibit No. <u>DX-3641</u>
	Date Entered _____
	Susan Y. Soong, Clerk By: _____, Deputy Clerk

Propose what a structure looks like to take this on.  
Need more of a robust schedule and content pipeline.  
What response is ready to go in the down scenario.

-Create narrative that we are benevolent  
-Dimension

Who are your partners: two or three other companies who can be founding members of the coalition

Ideally it's a counterpart to counterpart conversation: Spotify, for example, and get a temperature for their read

Do a little message testing and analysis; \$20K question to get some data here with Apple customers and Fortnite fans

Epic is leading, two other notable companies, we've got some data that show that consumers are going to support it, structure of the campaign plan, one pager or manifesto, and we use that package to go out and recruit other partners